Radiant Health Centers
Compassionate Care for All

Social Media Influencers and HIV Prevention

Presented by: Manny Muro
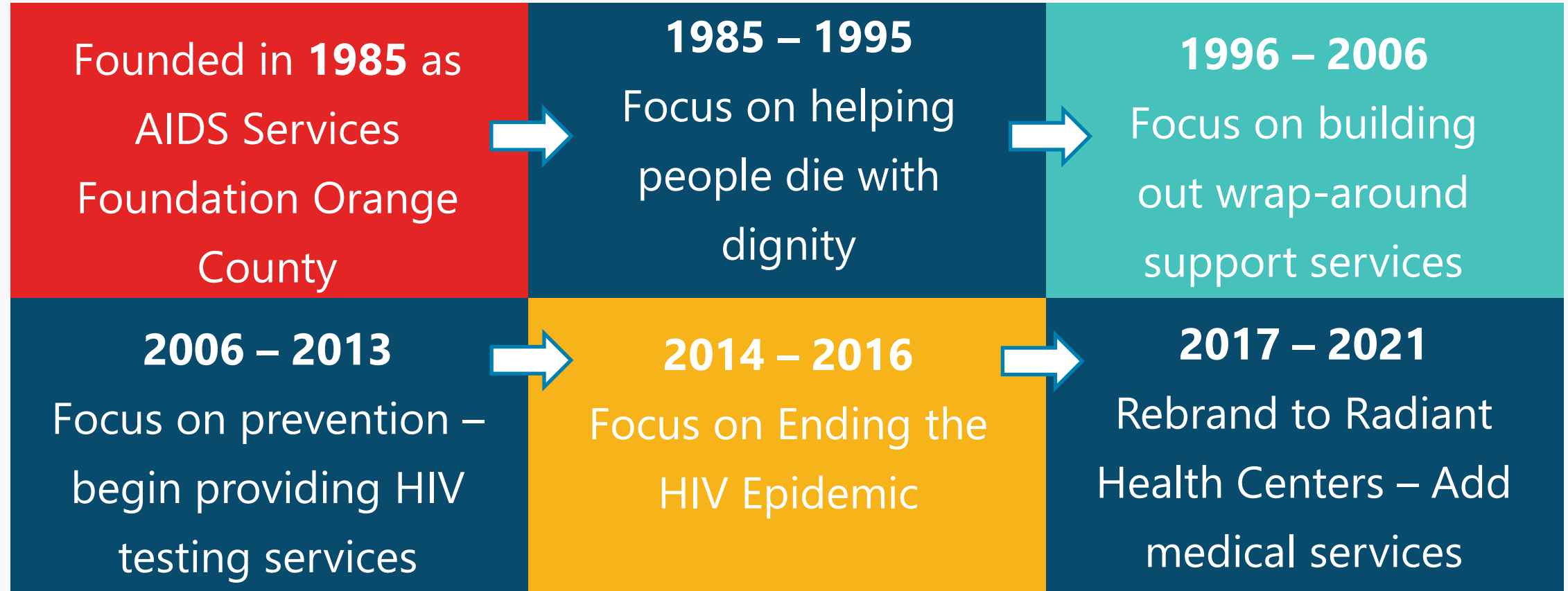
Vision & Mission

Vision

LGBTQ+ healthcare equity and the end of the HIV epidemic in Orange County.

Mission

Radiant Health Centers provides the LGBTQ+ community medical services that are compassionate and comprehensive while continuing to serve those living with and affected by HIV.

Radiant Health Centers - Organizational History

Founded in **1985** as AIDS Services Foundation Orange County

1985 – 1995 Focus on helping people die with dignity

1996 – 2006 Focus on building out wrap-around support services

2006 – 2013 Focus on prevention – begin providing HIV testing services

2014 – 2016 Focus on Ending the HIV Epidemic

2017 – 2021 Rebrand to Radiant Health Centers – Add medical services

Learning Objectives

Exploring Different Channels

Creating Engaging Content

How to Make a Post

Facebook and Instagram LIVE Events

How to Post Ads

Use of Influencer Marketing and Collaborations

How to Collaborate with Organizations

Use of Geolocated Dating Sites

Measuring Success

Background

Exploring Different Channels

Social Media Platforms and How to Use Them

Facebook: Create a status (post) and add photos, videos, host a Facebook live or host a Q&A

Twitter: Post a Tweet (280 characters or less) that contain hashtags! Make sure the tweet is short, eye-catching and straight to the point

Instagram: Post Images, Video Clips, Host an IG Live, IGTV Series

How to Make a Post

Where Should the Post Live?

When creating Instagram Posts, Facebook Updates or Tweets on Twitter, create the appropriate post for the social media platform

Find Your Voice

Follow trends, be accurate, speak the language of your audience, and brand your content

Add Call to Action

Make sure the audience has a job or goal after reading your post! Whether that's following the link provided in caption, sharing your post or liking the content

Example

- ✓ **Logo and Brand**

- ✓ **Eye-Catching Image**

- ✓ **Short and Concise Message**

- ✓ **Call to Action**

Tools

- ✓ **Adobe Stock Photo**
- ✓ **Canva**
- ✓ **Photoshop**
- ✓ **Adobe Illustrator**

LIVE Events

Facebook and Instagram Live lets you livestream events, performances and gathering. Viewers can watch from a phone, computer or device. Reactions, shares, comments and other interactive features enable you to engage with your audience.

Live Tips

- **Promote the Live (Post IG Image, Tweets, Facebook Post. Newsletters, Emails, etc.**
- **Create an Outline of Talking Points**
- **Interact with your Audience during LIVE Event**

Use of Influencer Marketing:

Influencers, unlike celebrities, can be anywhere. They can be anyone. What makes them influential is their large followings on the web and social media. An influencer can be a Drag Queen, a popular male model on Instagram, or a Trans Activist blogger who tweets, or a respected Sex worker with their own community. Within any industry, there are influential people—you just have to find them. Some will have hundreds of thousands (if not millions) of followers. But many will seem more like ordinary people. They may only have 10,000 followers, less in some cases. Yet, they will have developed a reputation for being the experts in their field. They are the go-to people who provide the answers to people's questions.

How to Collaborate with Oraganizations

When collaborating with organizations, influencers, micro-influencers it is essential to have a clear purpose in the collaboration. Once a purpose is established, a proposal must be sent in correlation to the collaboration launch. In the proposal introduce yourself, why you want to collaborate and why it would benefit both parties. When inviting an entity to collaborate, be mindful of the time frame you want the collaboration to be executed

Example of a Collaboration Email.

Hello Lil Nas X

My Name is Manny Muro, and I am the Social Media Coordinator for Radiant Health Centers. I am contacting you today, because I believe your platform as a black gay artist would create momentum around the discussion of HIV/AIDS. Not only will this elevate the topic of discussion, but it will serve as a way for you to connect with your core community.

I am asking for you participate in our Facebook Live on February 29th 2022 at 7pm EST as our special guest. As well as participating in the live, please share the Live link and registration on your Instagram Story and Twitter Feed leading up to the event.
Please see the attachment as it has main talking points of the Facebook Live

Look Forward to speaking to you soon!
Manny Muro

Influencer Marketing Examples

Social Media Metrics

Social media metrics is the use of data to gauge the impact of social media activity on an organizations platform

Reach

Your reach is the number of people who are seeing your posts. Higher the engagement, the better. Reach reflects your overall ability to connect with your existing audience and a new, broader one.

Follower Rate

Monitoring your growth and decline on your social media pages are the clearest idea of just how well your page is resonating with your desired audience

Engagement

Engagement includes average likes, shares and comments, as well as things like your amplification rate. (the number of posts shares divided by the overall number of people engaged)

Demographic

Use your social media audience demographics to inform and evaluate target audience! Are there any patterns that can work into your larger audience? Evaluate who's viewing your content? Is That who you want to reach?
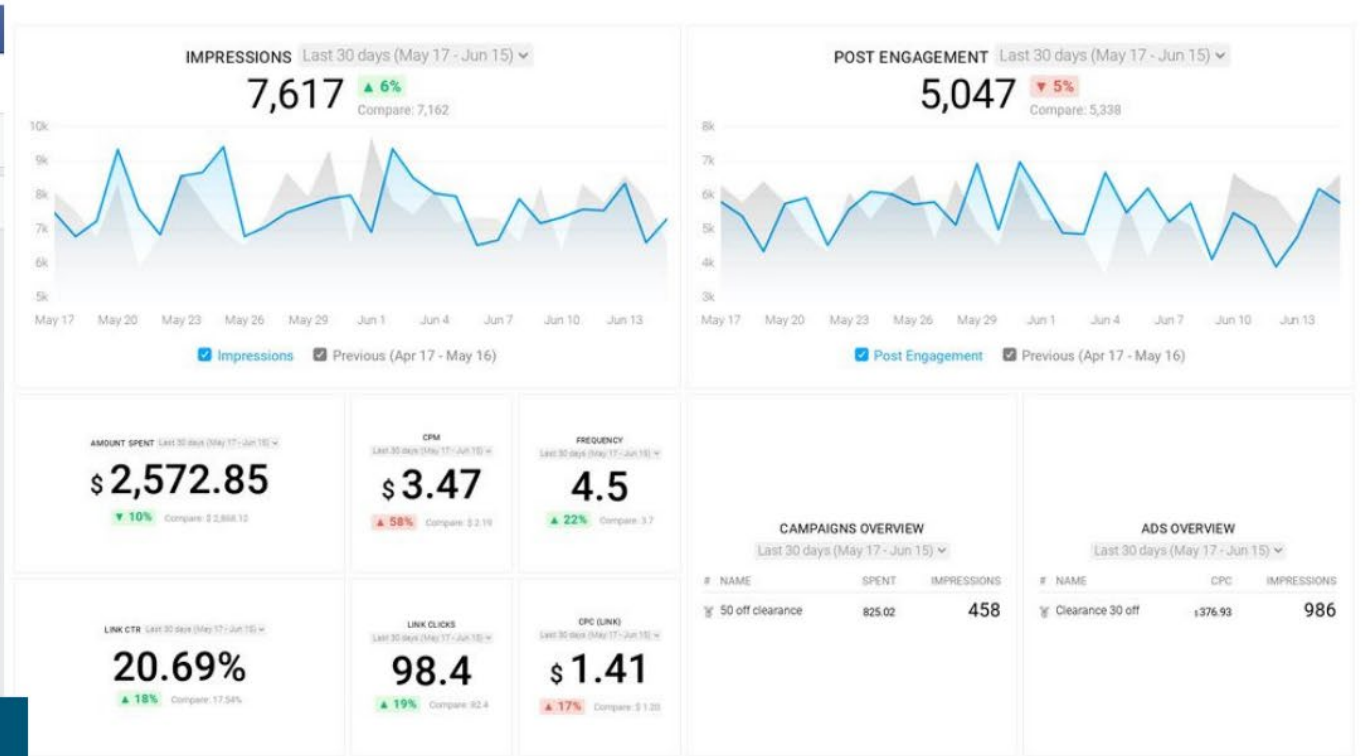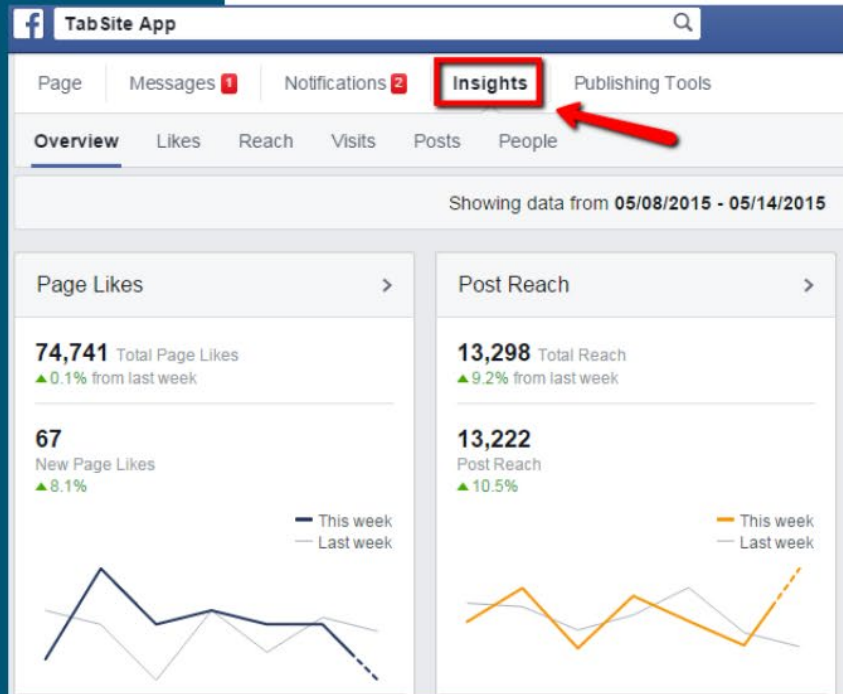
Facebook Metrics

Impressions: Metric counting of how many times your item was screened

Link Clicks: The number of link clicks that took and audience member off Facebook

Engagement: The amount of people that comment, reacted or shared your post

Distribution Score: Tells you how your post are performing compared to your historical post

Reach: The number of people who saw your content at least once. People reach is differnt from impressions which way include mulitple vies of your content by the same person

Instagram Metrics

Follower Count

Example: Suppose you get 60 new followers in a month. if you started with 600 followers that means your growths was 10% which is excellent. However if you stated with 6000 followers and you get 60 new followers that month your follower growth rate is 1%

Engagement Per Follower

Total number of likes and comments you got during a specific period then divided that number by the number of followers you had during that time period

Example: If in September you had 100 likes and comments among all your posts, then you divide by the number of followers you had, in this example lets say 650... then you have an engagement rate of 6.5%

Reach

Reach tells you the total number of people who have seen your post

Targeting Ads

Ads are a large part of success on an Instagram post especially for Nonprofits. When you turn a post into an Ad, it will show up on relative audience members who are not following you but are in the market to follow you!

Facebook, Instagram and Twitter all automatically recommend targeted audience for you, all you have to do is make quality content to garner more traction

Measuring Social Media Success is Simple

- ☑ **Likes and Shares**

- ☑ **Page Growth**

- ☑ **Actions Taken by Audience Members**

- ☑ **Audience Mentions**
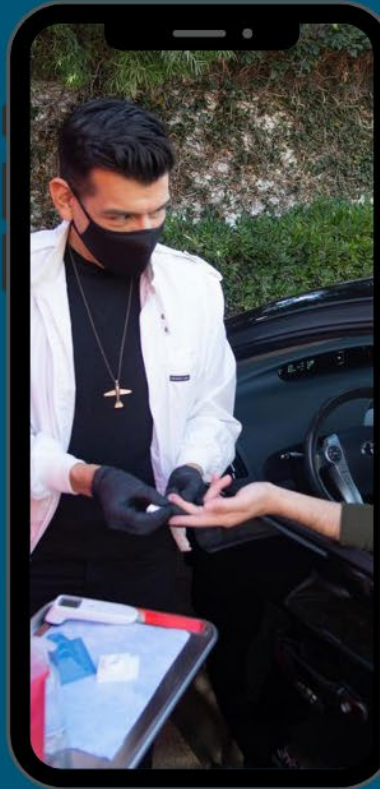
Use of Geolocated Dating Sites

Dating sites are growing in number and scope every day. Many people use dating sites to form relationships, and often to connect sexually. Dating sites are prime locations for direct outreach with the LGBTQ+ population

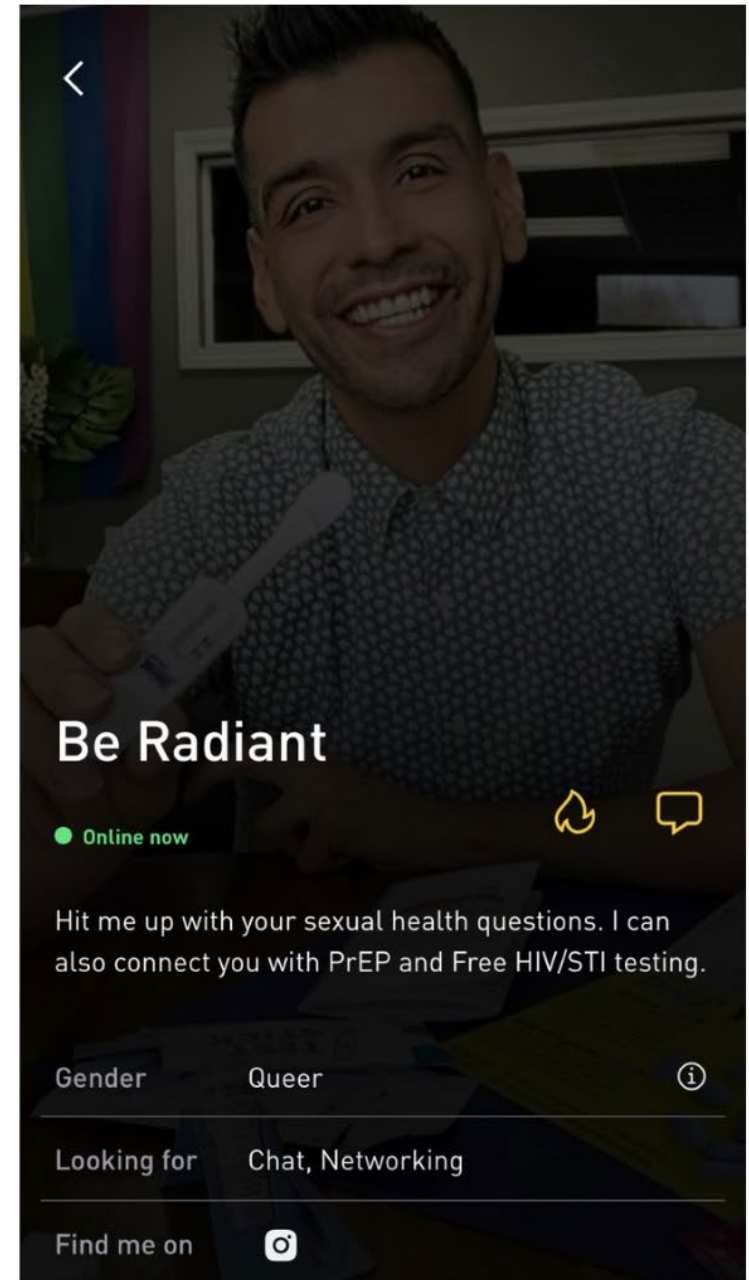**Benefits of using Geolocated Dating/Hookup sites**
- Many of the youth that frequent dating sites are sexually active or thinking about having sex.
- LGBTQ dating sites offer prime locations for targeted social marketing campaigns.
- These sites increase the likelihood of one-to-one engagement and referrals.
- Many of these sites have handheld apps containing GPS components, identifying where groups of users are located. (One can work remotely in areas of high usage areas)

Monitoring Dating Sites

For your direct outreach on dating sites, create a database into which you log all of the details of your correspondence with individuals. Since you will likely not have a name, file the information under the username that they use on the website. Important information to document includes:

- Which online dating site you used.
- The date, time and how long you were "talking to" one or more users.
- Age (if you do not know, list the age range that the website targets, if possible).
- Race/ethnicity, if possible.
- Sexual orientation, if possible.
- Gender, if possible.
- HIV status, if possible.
- Information for which they asked and what information you provided.
- Any risk factors identified during engagement.

Be Radiant

● Online now

Hit me up with your sexual health questions. I can also connect you with PrEP and Free HIV/STI testing.

Gender	Queer	ⓘ
Looking for	Chat, Networking	
Find me on	📷	

Questions?

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